

ABSTRACT

Systems and methods are provided for controlling the content sent to a user. Content is sent in packets, which include a packet ID and content. The packet ID is tagged, or marked with a packet tag by a broadcaster or other
5 computer server to enable specific users to view the content. The “packet tag” is an identifier that marks and identifies the content associated with the packet. The packet tag is used by software applications, or “modules,” for controlling the content at the user terminal. The software applications enable user viewing permissions according to the packet tags, which may include providing access to a
10 decryption algorithm if the user serial number is included in the tag, and recording information about the content if the content is viewed or read by the user terminal.